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**Sent:** Fri 7/24/2015 4:21:08 PM  
**Subject:** Overview analytics social media for Refugio  
[removed.txt](#)  
[Refugio quick analytics.pdf](#)

The attached analytics are for information only. They are from the Cal Spill Watch Facebook and cover the time period from May 19 through July 18.

For non-Facebook users, here's how the analytics work. Facebook captures the viewing/clicking information from each visitor. Since not everyone visits a site each day, there are reports for the daily, weekly and larger defined periods showing activity on a site. We chose to provide the life span of the spill numbers.

Our daily average visitors were 250 to 2800 depending upon the day, and for the week the numbers rose to a range of 4500 to 18000. When looked at across the life of the spill, the numbers increased even more dramatically to more than 48,000 unique views (individuals visiting the site). Some of those views are "pass throughs" people who visit the site having seen it from a share from a friend or from a posting somewhere else. It shows the power of the conversation. We are seeing all conversations and visits taper off as the first chart shows which is to be expected.

The second chart was a look at the life of the spill from the visits of specific cities within the spill zone. There were peaks and we are now seeing a tapering off with peaks for events like beach openings and wildlife releases.

If the Command is interested, we can drill down into the data and find information about specific posts, how many times people shared it, but we thought an overview was a good place to start.

Let me know if you have any questions.

Alexia Retallack

Office Spill Prevention and Response

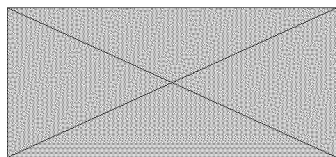
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